

3 CENTS

JANUARY 1971

Challenge

ARE OUR CITIES OBSOLETE?

JAN 8 1971

Office of the Secretary

TABLE OF CONTENTS

Volume II, Number 1 / January, 1971

- 3 New Year Greetings
- 4 Are Our Cities Obsolete?
- 8 36-Days—The Computer House
- 11 HUD Library: More than Functional
- 12 Ability and Ambition
- 16 Vest-Pocket Parks
- 18 Promises, Promises
- 20 Look Who's Moved in Next Door
- 26 1970 Design Awards
- 30 Systems in the Cities

DEPARTMENTS

- 7 Looking Ahead
- 15 Editor's Notebook
- 25 In Print
- 31 Lines & Numbers

HUD Challenge

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

George Romney, Secretary
George Creel, Director of Public Affairs
Tacy Cook, Editor

Tina Hope Laver, Editorial Assistant
Carol Cameron, Art Director
Milton Paquin, Assistant Art Director
Judy O'Baugh, Production Assistant

Editorial Board: David deWilde, Richard W. Fitch, Jr., Edith P. L. Gilbert, Ernest Gross, Donald Hall, Morton Leeds, R.W. Macauley, Joseph Sherman, Jules Trieb

HUD Challenge, the official Departmental magazine, is published monthly by the Office of Public Affairs of the U.S. Department of Housing and Urban Development. Use of funds for printing was approved by the Director of the Bureau of the Budget, May 19, 1970. It serves as a forum for the exchange of ideas and innovations between HUD staff throughout the country, HUD-related agencies, institutions, businesses, and the concerned public. As a tool of management, the magazine provides a medium for discussing official HUD policies, programs, projects, and new directions. **HUD Challenge** seeks to stimulate nationwide thought and action toward solving the nation's housing and urban problems. Material published may be reprinted provided credit is given to **HUD Challenge**. Subscription rates are \$6.00 yearly domestic, and \$7.50 for foreign addresses. Paid subscription inquiries should be directed to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Manuscripts concerning housing and urban development are welcome. Send all editorial matter to: Editor, **HUD Challenge**, Room 4282, Department of Housing and Urban Development, Washington, D.C. 20410.

IN THIS ISSUE:



PAGE 3



PAGE 4



PAGE 8



PAGE 26



PAGE 20

PAGE 3: Secretary Romney's annual message to readers of *HUD Challenge*.

PAGE 4: HUD Assistant Secretary for Metropolitan Development and Planning *Samuel Jackson* discusses the future of America's cities.

PAGE 8: At the Astrodome in Houston, Tex., the site of this year's NAHB Convention January 17-21 *Roger Rasbach* used a computer to combine housing components into a contemporary home in just 36 days.

PAGE 20: The Mutual Real Estate Investment Trust (M-REIT) has been peacefully integrating the suburbs of major cities with a low-key, sensible program. Free-lance writer, *William Cole* describes the progress.

PAGE 26: HUD's 1970 Design Awards were presented to 30 projects throughout the country that are using HUD programs. *Ralph Warburton*, HUD Special Assistant for Urban Design, describes the rationale behind the awards.

FEBRUARY'S ISSUE:

A two year report on HUD's progress by Secretary George Romney.

COVER: America's cities are plagued by air and water pollution, traffic congestion, public transportation inadequacies, high density population, deteriorating buildings, and an eroding tax base that threatens bankruptcy. Are the cities obsolete, or are they worth the money, time, and effort necessary to bring them back into focus with America's dream of cities as cultural and interest centers for the entire population? Story on page 4.



NEW YEAR GREETINGS

As I take stock of the 44 years on the threshold of the new year, I look back on the record of accomplishment in the two years of our stewardship. We at HUD have a great record to be proud of, but we have begun to sweat in our sleep. The downward trend of home building has been stemmed and some recovery has already occurred. Interest rates have been eased and more of their profits and mortgage money is beginning to flow back into the housing market. A series of housing "carrots" and anti-inflationary families has been started, and further action is in prospect for 1974. We have launched Operation **BREATHERS** to help bring about action that prevent housing production at volume needed to provide all Americans with a safe, comfortable and a better life.

All of us have contributed to HUD's accomplishment. HUD achievements are a composite of the special qualities, the effort, and the work of each and every individual. Indeed, our second thrust in the housing field is bound up with work and action of many government departments, many branches of private industry, and the individuals who make them. Thus, all share in the responsibility for what we have done.

The New Year presents a challenge and opportunity to advance the realization of the nation's goal of a decent home for every American family.

Without exception, we must be first steps, the building, and the work of the future.

The kind of citizenship and community in which we live, work, and play are mutually influenced. The quality of the individual life, then, determines the quality of the community. In each and every one of us, we are responsible.

The new year is a time when we must be first steps, the building, and the work of the future. We must be first steps, the building, and the work of the future.

We must be first steps, the building, and the work of the future. We must be first steps, the building, and the work of the future.

We must be first steps, the building, and the work of the future. We must be first steps, the building, and the work of the future.

We must be first steps, the building, and the work of the future. We must be first steps, the building, and the work of the future.

We must be first steps, the building, and the work of the future. We must be first steps, the building, and the work of the future.

7 Looking Ahead
15 Editor's Notebook
25 In Print
31 Lines & Numbers

DEPARTMENTS

- 7 Looking Ahead
- 15 Editor's Notebook
- 25 In Print
- 31 Lines & Numbers

HUD Challenge

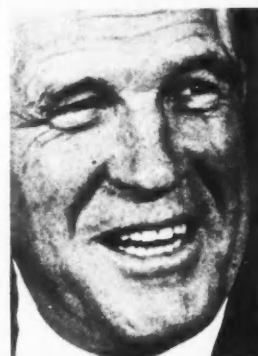
U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

George Romney, Secretary
George Creel, Director of Public Affairs
Tacy Cook, Editor

Tina Hope Laver, Editorial Assistant
Carol Cameron, Art Director
Milton Paquin, Assistant Art Director
Judy O'Baugh, Production Assistant

Editorial Board: David deWilde, Richard W. Fitch, Jr., Edith P. L. Gilbert, Ernest Gross, Donald Hall, Morton Leeds, R.W. Macauley, Joseph Sherman, Jules Trieb

HUD Challenge, the official Departmental magazine, is published monthly by the Office of Public Affairs of the U.S. Department of Housing and Urban Development. Use of funds for printing was approved by the Director of the Bureau of the Budget, May 19, 1970. It serves as a forum for the exchange of ideas and innovations between HUD staff throughout the country, HUD-related agencies, institutions, businesses, and the concerned public. As a tool of management, the magazine provides a medium for discussing official HUD policies, programs, projects, and new directions. **HUD Challenge** seeks to stimulate nationwide thought and action toward solving the nation's housing and urban problems. Material published may be reprinted provided credit is given to **HUD Challenge**. Subscription rates are \$6.00 yearly domestic, and \$7.50 for foreign addresses. Paid subscription inquiries should be directed to: Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Manuscripts concerning housing and urban development are welcome. Send all editorial matter to: Editor, **HUD Challenge**, Room 4282, Department of Housing and Urban Development, Washington, D.C. 20410.



PAGE 3



PAGE 4



PAGE 8



PAGE 26



PAGE 20

PAGE 3: Secretary Romney's annual message to readers of *HUD Challenge*.

PAGE 4: HUD Assistant Secretary for Metropolitan Development and Planning Samuel Jackson discusses the future of America's cities.

PAGE 8: At the Astrodome in Houston, Tex., the site of this year's NAHB Convention January 17-21 Roger Rasbach used a computer to combine housing components into a contemporary home in just 36 days.

PAGE 20: The Mutual Real Estate Investment Trust (M-REIT) has been peacefully integrating the suburbs of major cities with a low-key, sensible program. Free-lance writer, William Cole describes the progress.

PAGE 26: HUD's 1970 Design Awards were presented to 30 projects throughout the country that are using HUD programs. Ralph Warburton, HUD Special Assistant for Urban Design, describes the rationale behind the awards.

FEBRUARY'S ISSUE:

A two year report on HUD's progress by Secretary George Romney.

COVER: America's cities are plagued by air and water pollution, traffic congestion, public transportation inadequacies, high density population, deteriorating buildings, and an eroding tax base that threatens bankruptcy. Are the cities obsolete, or are they worth the money, time, and effort necessary to bring them back into focus with America's dream of cities as cultural and interest centers for the entire population? Story on page 4.



NEW YEAR GREETINGS

As I take stock of the old year on this threshold of the new, I view with satisfaction the record of accomplishment in the two years of our stewardship. We still have a lot of problems before us, but we have begun to move in on them. The downward trend of homebuilding has been stemmed and some recovery has already occurred. Interest rates have been eased a bit from their peaks and mortgage money is beginning to flow back into the housing market. Construction of housing for low- and moderate-income families has risen sharply and further increase is in prospect for 1971. We have launched Operation BREAKTHROUGH to help bring down barriers that prevent housing production in volume needed to provide all Americans with a better environment and a better life.

All of us have contributed to HUD's accomplishments. HUD achievements are a compound of the special qualities, the effort, and the work of each and every HUD employee. Indeed, our accomplishment in the housing field is bound up with work and effort of many government departments, many branches of private industry, and the individuals who comprise them. Thus, all share in applause for work well done.


The New Year presents us with new and stimulating opportunity to advance toward the realization of the nation's goal of a decent home for every American family.

Winston Churchill once said that we first shape our buildings—and then our buildings shape us.

The kind of structures and surroundings in which we live, work, and play not only profoundly influence the quality of the individual life; they determine the quality of the community in which all of us live and are shaped.

The problems with which HUD programs deal are great indeed. But we are committed to their solution and we believe America has the capacity, resources, and skills needed to deal with them.

LIBRARY
EASTERN MICHIGAN UNIVERSITY
YPSILANTI
U. S. DEPOSITORY DOCUMENT


George Romney
Secretary of Housing and Urban Development

Are our cities obsolete?

By Samuel C. Jackson



Samuel C. Jackson, HUD Assistant Secretary for Metropolitan Planning and Development, was formerly Vice President of the American Arbitration Association. He directed its Center for Dispute Settlement, designed to train neighborhood leaders on mediation techniques to resolve community grievances. He also served on the Equal Employment Opportunity Commission for three years.

Our cities may be closer to obsolescence than most people realize.

The dictionary defines "obsolete" as (1) No longer in use or fashion; (2) no longer used or useful, because of outmoded design or construction, or because of hard wear; (3) (biology) increasingly vestigial or disappearing in each succeeding generation.

Each of these definitions illuminates the urban phenomena that cause us so much concern—such as the flight to the suburbs of manufacturing industries and middle-income citizens, and the compression of the poor, underprivileged, and minority groups in the central city.

The problem is not with the city itself—whether considered as an institution, a geographic location, or a collection of buildings, streets, spaces, traffic, and people.

The problem is with the people and institutions of the larger society where attitudes and interests have hampered development of a clear definition of what the problem is, who is being hurt, and what can and should be done. The problem has roots in our refusal to recognize the interdependence of city and suburb, and a reluctance to impose order on the chaos of urban growth. It also involves the failure of planners to consider equally the needs of all citizens, including the poor and the minorities, and the refusal of decision-makers to pay heed to city, metropolitan or regional planning.

Let us first look at some of the problems. How serious are they? What is missing that ought to be put in place? What are the options open to us for improvement and how feasible are they? Even the experts are quite far apart in their diagnoses of what is wrong with our cities and their assessments of what needs to be done.

Each is confident that he is correct, but this self-assurance is not assuring. After all, in 1899 *Scientific American* magazine confidently hailed the automobile as the answer to urban problems: "The improvement in city conditions by the general adoption of the motor car can hardly be over-estimated. Streets clean, dustless, odorless with light-tired vehicles moving swiftly and noiselessly over their smooth expanse, would eliminate a greater part of the nervousness, distraction and strain of modern metropolitan life."

This would be amusing if it weren't for the sad fact that quite the opposite has happened! In this great space age, we can send a man to the moon and return him to earth. But we have given little attention to the appalling people problems which confront us.

Now is the time to take stock of what is happening and plan for the years ahead. It is not too late.

The Urban Scene

What do I see today in America?

* **Our total population continues to increase as average per capita income and consumption also continue to increase.** This is taking place upon a finite natural resource and land base.

* **Our cities are becoming increasingly black and poor.** Many suburban jurisdictions are holding fast to restrictive zoning ordinances which effectively bar all housing for low-income and minority citizens. Although central cities gained only three-quarters of a million residents between 1960 and 1969 the black population increased by 2.7 million as the white population declined by 2.1 million. Meanwhile, nearly two-thirds of our rural areas and small towns are declining in population and are becoming economically depressed.

* **Housing for many blue-collar workers is physically separated from the areas of the greater job opportunities.** Over 70 percent of all new industrial plants have been located in the suburbs for the last 10 years but much of the work force is still confined to central cities that are losing industrial jobs. Since transportation to the suburban jobs is either inadequate or too expensive, many blue-collar workers are denied good jobs. Conversely, the white-collar jobs of many suburbanites tend to be located mainly in the cities, requiring long and time-consuming travel to and from work.

* **The housing shortage in this country is still critical** despite a tremendous increase in the production of housing for low- and moderate-income citizens. Annually we fall approximately one million units short of the rate of construction needed to meet our national housing goal, and with inflation and tight money policies, the rate will not move upward very rapidly.

* **The tendency toward socio-economic stratification is becoming more extreme between the haves and the have-nots.** We see a marked increase in all indices of social instability, alienation and value rejection, and a serious rise in racial, economic, and philosophical polarization.

* **Institutional paralysis undermines our capacity to change.** National policy undergoes gestation periods of from six to eight years and even longer lags in local translation. Constitutional and legislative reform moves glacially, if at all.

* **There is environmental erosion on all sides,** though *environment* seems to have become the catchword of the 70's.

* **To complicate matters further, we are confronted with a hodge podge of building codes, zoning ordinances, craft rules, and business practices** that strangle creativity, inflate costs, and tend to perpetuate or crystalize most of the harmful current trends.

What we need is a national urban land use and community development policy to guide public and private investment plans and, more important, that city planning efforts be broadened to include urban, suburban, and rural efforts.

The Metropolitan Approach

Many of the threats to our cities and to our society do not apply just to the city or just the suburb—they are all part of the whole metropolitan picture, and they demand a metropolitan approach.

Metropolitan areas are, in a sense, "micro nations." They are to some degree economically self-sustaining organisms; their social structure represents the nation's range of family income from poverty to affluence; and they mirror all the national patterns of urban frustration, physical disorganization, fiscal disparity, and human inequity. The seriousness of these conditions is further compounded by the absence of effective joint efforts at the metropolitan level—a lack that seems destined to continue for some time.

Taking a metropolitan approach does not mean that we turn our backs on the cities or dilute our concern for solving central city problems. Indeed, it may even call for spending more money in the cities than we do now. This should be done in the context of coordinated efforts to expand the mobility of all citizens throughout the entire metropolitan area and to increase the quality of services available to the residents of central and suburban cities.

When both the central city and its suburbs recognize that one segment cannot prosper while the other suffers stagnation—that one cannot have civil peace when the other is in disorder—then will self-interest dictate the basis for mutual cooperation. When we realize that we cannot insulate ourselves from the poor, I believe that we will stop running and turn to finding the solutions to these problems.

When we do turn to their solution we will need a sensible metropolitan policy, one that proceeds out of a commitment to provide quality housing in a quality environment for all people. The hallmarks of such a policy will have to include the elimination of the widening gap in our metropolitan society between people of different color and between people of different means. There must be a more equitable distribution of fiscal resources among metropolitan communities.

We must increase the opportunity for all people to live close to their jobs in the community of their choice. We must enhance the capacity of local and metropolitan institutions to be responsive to the needs of people, needs that go far beyond the borders of individual municipalities.



Obstacles Faced

There are many obstacles to a metropolitan approach. Consider the problem of zoning. Zoning serves legitimate purposes, but it has also been used throughout the country to preserve racial, ethnic, or economic exclusivity. This abuse of zoning prevents the development of low- and moderate-income housing of high quality on land—particularly suburban land—where the construction of such housing is most feasible and, from many points of view, often very desirable. It is one of the most immediate obstacles to reducing the mislocation of people and jobs.

The days of exclusionary zoning may be numbered. Several recent court decisions recognize exclusionary

zoning for what it is: a tool of discrimination.

Consider next whether existing units of government can bring order to the chaotic and wasteful growth of our cities, metropolitan areas, metropolitan regions, and megalopolises.

Any attempt to share power among jurisdictions in a metropolitan area will be resisted by many people. But it cannot be denied that some functions simply cannot be carried out, some problems will never be solved, if responsibility remains fragmented and delegated all the way down to each and every jurisdiction. The nature of these functions, how and to what level they can be "elevated," and the shape of institutional forms to handle them are matters that must be analyzed and resolved.

Roles of Government

The roles of state and local governments and of the Federal Government in shaping urban growth and community development need to be reconsidered and redefined. A major element of urban growth is land and how it is used. As courts come more and more to question the use of land use controls as means of discrimination and exclusion, it becomes clearer and clearer that the study of such controls and the development of new and better ones than we have today are a necessity.

Closely related are several questions to tax policy. Current state land taxes, for example, tend to encourage the holding of undeveloped land for speculation, thus raising the cost of land for housing. Many students of the subject believe many of our problems in housing and urban development are a result of current tax policies, particularly the heavy reliance on real property taxes by local governments.

As we study the problems of the cities and city dwellers, we should be fully aware of their strengths and their virtues. Otherwise, without realizing it, we may develop an anti-city bias that could become the first syllable of a self-fulfilling prophesy of doom for the cities. This process must be halted before it is well started, for if we permit our cities to become obsolete we will at the same time be announcing the demise of civilization.

The moral is imbedded in our very language, where *city*, *civic*, *civil*, and *civilization* stem from a common Latin root.

Whether our cities and society, as we know them today, will survive depends upon our attitudes. If we see only ugliness and inferiority in our cities, then we are moving toward the conclusion that we should leave them to their dismal destiny.

In man's troubled past, individual cities have been pillaged, destroyed, and abandoned, but the idea of the city survived and was embodied in increasingly complex forms. Now complexity itself threatens to overwhelm the city. But it is our complexity, a work of man, and if we can't cope with it we must suspect that man himself is obsolete.

looking ahead

First High-Rise Mobile Home Park

The nation's first high-rise mobile home park will be built in Vadnais Heights, Minn., a suburb of St. Paul. Called SkyeRise, the three-level structure will contain deluxe two- and three-bedroom furnished mobile homes. The village council amended its mobile home ordinance to permit construction of the ramp facility.

Test to Prevent Land Shift

A joint government-private project in Rock Springs, Wyo., will test a new system for preventing the sinking and shifting of land caused by the collapse of underground mines. The method to be tested is the injection of *slurry*—a mixture of sand and water—through a hole bored from the surface into the mine cavity, with high velocity and pressure expected to force much wider spreading than is achieved by other means. Funded by \$170,000 from HUD, \$55,000 from the Interior Department's Bureau of Mines, and \$20,000 from Dow Chemical Co., the project is expected to have nationwide application for communities facing a variety of land subsidence problems.

Security Pilot Project

The St. Louis Housing Authority will pioneer a program for internal security under a \$1,393,619 HUD grant. The program calls for full tenant participation in three categories of "security service": a roaming surveillance corps, communication personnel, and fixed post duties.

Harnessing Waste for Home Heating

The New York State Department of Environmental Conservation plans to look into the possibility of harnessing waste heat discharged by power plants for home heating. The study will concentrate on a five-mile area of the Hudson River where 11 power plants are expected to be operating by 1980.

New Jacking Device for High-Rise Modules

The first factory-produced high-rise public housing project, scheduled to be built early this year in Rochester, N.Y., will be erected in record time with the aid of a new jacking device for stacking modules. Developed by Stirling Homex with the assistance of Operation BREAKTHROUGH funds, the electronically controlled jack is expected to speed construction of this 12-story, 187 unit building to be ready for occupancy in three months.

Priority Registration to Speed Housing Production

A plan to speed housing production under the homeownership assistance program will go into effect pending the enactment of HUD's 1971 appropriations. Known as priority registration, the system will enable builders and developers of new or substantially rehabilitated projects of five or more units to go ahead with construction reasonably assured that they will be able to get Section 235 homeownership assistance funding as they need it. The first issuance will cover 35,000 new and rehabilitated housing units across the country.

Firms Provide Services and Training

The Community Maintenance Corporation is one of a growing number of locally sponsored Model Cities firms that provide a dual function: professional repair, rehabilitation, and maintenance services while training blacks on the job to do these skills. This nonprofit black-operated organization, funded with almost \$500,000 under the Model Cities program, is located in Chicago.

Furniture Design Competition

A furniture design competition to stimulate new ideas for use in low-income dwellings is now underway through a project sponsored by Operation BREAKTHROUGH. Winning designs will be exhibited in the spring at the National Collection of Fine Arts in Washington, D.C. For more information write: The Washington Center for Metropolitan Studies, 1717 Massachusetts Ave., N.W., Washington, D.C. 20036.

Faster Processing for Property Repair Tested

A test program to cut processing time for repair of HUD-acquired properties is being tried in five offices: Birmingham, Cleveland, Jacksonville, New Orleans, and Philadelphia. The six-month test will permit the directors of these offices to solicit price quotations on repairs prior to the approval of the disposition programs.

Neighborhood Museum Study

How museum centers can play a more effective role in the community will be the subject of a report prepared by the American Association of Museums under a \$51,940 HUD grant. The project developed out of a growing awareness that museums and their extension services can help improve cultural awareness among those alienated from their communities and institutions.

36 days the computer house

By Roger Rasbach

The challenge was to build a \$100,000-type home in 30 days, taking advantage of ready made components. It actually took 36 days, instead of the usual four and a half months or more—and the cost—\$32,000 to \$35,000!

This is the so-called "Computer House," located next to the Astrodome in Houston, Tex.—and it's beautiful.

In the beginning our aim was not to show that we would dramatically reduce the costs of construction, but rather, to show that time is money. If we didn't do

anything else but save time, we would be saving a considerable amount of money.

The house is built on a site donated by the Shell Oil Company. In our initial land planning we determined that instead of using the normal 70 X 120 foot site, that a home with 2600 square feet of space could be built on a 50 X 100 foot site. This is one thing the house demonstrates very well. It has more privacy than a home would normally have on a larger lot. We feel that in the future we will be building on these smaller lots.

The Computer House in Houston—contemporary, simple, and beautiful.



Unlike a townhouse, the walls do not join, thereby averting common walls three times the cost. Houses could be six feet apart, with the wall of one house for the first 50 feet of depth serving as the patio wall of the next house, thus eliminating side, rear, and front yards. The interior space can be used very effectively to create patios. Houses would be built on cul-de-sacs, feeding onto a green way, where there would be occasional recreation sites.

The results of this land planning was so successful that Fondron Southwest, a new residential area, will incorporate sites for this character of housing. Vernon Henry, a land planner for Fondron Southwest said, "Houston will have the first 50 X 100 foot sites on the market in 1971 for construction of this type of home."

Our Objective

Based upon the qualifications of the various materials submitted, we chose materials (1) that were not experimental, that were on the market or would be by February 1971; and (2) that would not be any more expensive than conventional construction and hopefully less expensive.

In using components instead of pre-fab or modular construction our thought was to show builders of medium priced housing that they could use these new materials without cranes or special equipment and that labor would work with these materials. Actually they would be installed with less use of the tools they are now using, because most of the work had been done in the factory rather than on the job site.

We wanted to eliminate as many finishing processes within the house as possible, and by so doing, reduce the number of subcontractors that we now have to deal with. We came up with a steel foundation offered by U.S. Steel. Instead of taking a month to install as would a concrete slab, it took nine hours.

We used wall panels two inches thick by Modular Dimension of California. They are 4 X 8 feet and polyurethane-foamed in place. They are faced on each side with 3/8 inch plywood. They have a structural strength roughly twice that of a 2 X 4 wall, an insulation value twice as good as a 2 X 4 insulated frame wall conventionally insulated of rock wool or fiberglass batting. With both sides finished, the finishing time on the job is greatly reduced.

We used a roof made in New Zealand, which looks and has the character of a tile roof, but at the same time has none of the weight characteristics or load factors that we run into with the tile roof. It is fireproof, which interested us because of the possible closeness of these homes. With the planning of this home, we particularly had in mind a house such as this, which would be adaptable for any climate.

Special Effect

The house uses space in a different way than the normal house. It has the capability of becoming a five-bedroom home or it can be a three-bedroom home. It has great interior openness and people who walk into this

home are amazed by its size, hardly believing it is only 2600 square feet. They say it seems so much larger. The reason is that we opened up the spaces without any invasion of privacy.

The house is composed of a living room, a nice size dining room, a kitchen, a den, and a master bedroom downstairs, two bedrooms upstairs, with a room we call the *unroom* which can be used as another bedroom, as can the den downstairs. The garage is an area which in effect becomes another room. It opens onto the patio so that it can be more than a garage. It has three bathrooms all of which connect on a common wall.

Another thing that pleased us is the fact that people who normally do not like contemporary have liked this home. It is a contemporary home. It uses warm finishes. It uses furnishings which are simple but yet have a rich quality in the colors and choices of fabrics and designs making for a warm human environment.

Character and Identity

How do these homes go together? What would a street full of these homes look like? We worked on this and came up with six plans to show how a neighborhood would look. They do not look like "cookie cutter" types or regimented in any way; rather, they have a very natural, fine look about them.

This was one of the great challenges facing us as the designer—one who has been designing homes for the average \$100,000 market. The challenge was to capture the environment that people come to us for in a very large home and do this in a home in this cost range. The challenge is very great today to humanize what we are doing in these undertakings that involve many homes, to give people a home of character and identity. This home gives them identity and a sense of personality. This is why, in a way, we see so much diversity of townhouse designs, in an effort to give people identity. But we don't have to resort to that type of design to give people identity. We can do it with cleanness of line and with richness of texture.

Among the things we accomplished in this home, aside from the materials used, was that we tried to use a very simple scheme throughout the interior so that your eye would not be carried from one scheme to another. This worked very successfully. The whole house has a tremendous visual effect as you go in, because the dining room is not one color, the kitchen another, the living room another. It has a very flowing effect throughout the interior of the house. This is even married to the exterior, because the same finishes were used on the outside. Armstrong Cork Company was so taken with this effect they produced a movie on the house.

We have tried to use the economical means of doing the mechanics of a home as you do in many HUD projects. We tried to use these principles in this house, but in such a way that people walking through wouldn't be conscious that we had done it. And it worked! People feel this house has a luxury effect about it.

The National Association of Home Builders feels this is going to carry quite a message to their average

small home builder who needs to see little ways in which he can improve his work. We have used things here that he can buy and speed his process, do a more efficient job and help the subcontractors as well to do the same thing. They are all little ways that end up with big results.

All of the processes in this house underscore one thing. The men had never worked with any of these materials before. Though we missed our goal by six days, we expected to miss it by much more. A lot of things had to be fitted on the job because we were building one house. If we were building more than one house, all of these things would come pre-cut. It is possible that we might be able to shave 17 days off the 36.

The builder has the way open to him to build better, faster, and more economically by using all the

things that industry has provided. All parts of the industry in their own areas have come up with some amazing answers that collectively can make a big difference for builders.

The challenge to the home building industry will be met by using the ingenious products of many companies. It is going to be up to the home building professionals to make these happy marriages of these materials, to envision how they can go together, and produce the economies for the builder and for the consumer. The avenues are definitely open. There are so many other things that couldn't be used in this house, because they were not on the market yet. We didn't want to build an experimental house—something you can touch, but can't buy. We wanted a practical approach. □

A native Californian, and a residential designer since he was 20, Roger Rasbach graduated from Pasadena College, and started designing homes in California. The Los Angeles Home Builders Association asked him to do their research home in Los Angeles. He went to Texas in 1950 to do a very extensive project in San Antonio. His

practice grew into a nationwide clientele and he has designed homes for people such as Henry Kaiser and the President of Nicaragua. He hopes to devote more time and talent toward helping meet the challenge of bringing human meaning and identity to help plan construction of mass housing.



The patio, featuring privacy and all the comforts. Note the sliding glass doors and the spiral staircase to the bedroom area.



HUD LIBRARY: MORE THAN FUNCTIONAL

Is there anything you need to know in the general area of housing and urban development? If it's printed, taped, or otherwise recorded in anything but invisible ink, the library in HUD's Washington headquarters will go all out to get it.

"Those people in the HUD library just don't know how to say no," says one official.

In the fiscal year which ended June 30, the HUD library circulated more than 110,000 books and periodicals, acquired 52,345 new items, began issuing a weekly book review, handled 19,000 individual visitors, and answered 23,000 questions.

Mrs. Elsa Freeman, Director, is personable, energetic, articulate, and holds a master's degree in Library Science. Almost all of her professional staff also have master's degrees. She came to what is now HUD from the Housing and Home Finance Agency Library which she headed from 1956.

One of the biggest tasks facing the library is the merging of three collections from HUD's predecessor agencies: Federal Housing Administration, Public Housing Administration, and Housing & Home Finance Agency. A contract has been signed to recatalog and reclassify the collections, which were housed in three different locations before the move to the new HUD building in 1968. A backlog of 21,250 HUD-sponsored reports will also be catalogued. It's a two-year job, but Mrs. Freeman's staff has already finished the job of correlating the

periodicals and law books.

The HUD library now occupies 23,000 square feet of tastefully decorated space on the eighth floor of the new building. It has a collection of 450,000 pieces, including books, periodicals, reports, pamphlets, and films.

The library handles research assignments and compiles reading lists and bibliographies. One of its regular accomplishments is a bimonthly bibliography "Housing and Planning References," of subjects ranging from air pollution to zoning.

About one-third of its work is performed for non-HUD people. This includes outside firms, organizations, local agencies, universities, and individuals interested in urban affairs. Special study rooms are made available for people engaged in long-term projects.

Although it is one of the smaller departmental libraries, it compares favorably with others in providing a wide range of services.

The library staff, however, is not satisfied. They would like to see the system automated, so the library could provide service comparable to what the Government offers in other fields such as medicine and space. Replacement of the present manual system of recording and retrieving data would lighten paperwork and enable the library to expand its services locally and to the Regions far beyond its present capacity. ☛



HUD CHALLENGE / January 1971



ability & ambition

Leaning forward in her chair in the bleakly furnished classroom, a 62-year-old black grandmother said, "I want to get my degree in social work and I will get my degree in social work and become a social worker, and I don't care how long it takes."

The grandmother, Mrs. Sylvia Gadsden, is the eldest of 122 students who completed the first semester of the Boston Model Cities Administration's (MCA) Higher Education Program (HEP). The scope and innovation of this HUD-supported program is believed to be without parallel in the country.

A one-time stitcher in a clothing factory, vocabulary-rich, articulate, and intelligent, Mrs. Gadsden typifies the student of HEP. They are the disadvantaged whose lack of academic status blocks fulfillment of innate abilities and ambitions.

Through HEP, the Boston MCA has mounted an attack on this waste of human resources.

A precedent-setting consortium of 16 Boston area institutions of higher learning are cooperating with the MCA. The institutions are Boston College, Boston State College, Boston University, Emanuel College, Brandeis University, Harvard University, University of Massachusetts at Boston, New England Conservatory of Music, Simmons College, Massachusetts Institute of Technology, Northeastern University, Suffolk University, Tufts

University, Jackson College, Wheelock College, and Wellesley College.

two-way system

The program provides a two-way learning system. The first stage—the academic program—was launched last February. The second stage—a laboratory for the participating colleges and universities, traditionally geared to the better educated middle class—is designed to find ways of meeting the long-unrecognized needs of the culturally disadvantaged. A dramatic change is seen as essential if the campus is to become an effective instrument for providing higher education for the entire community.

HEP is the brainchild of Paul Parks, director of the Boston MCA. An engineer who has worked in advanced nuclear research, missile design, and other branches of his profession, Mr. Parks has also played important roles in housing, educational and civil rights programs in Massachusetts. In his professional and civic activities, he has seen a "fantastic need" to provide additional education, especially for black people who are "locked in" at occupational levels which do not adequately represent their ability to perform.

planning stage

A year was spent preparing the project. The curriculum not only needed to be appropriate for a student body who had graduated from

John Wesley Alexander, Jr., coordinator of the Mathematics Section of the Institute for Services to Education, poses a problem for one of his HEP classes. He uses teaching games to help them learn math.

high school years before, but also needed to satisfy requirements for college level credit.

Ten participating institutions paid for the part-time services of their faculty members. The professional instructors were supplemented by qualified community residents. The classes, averaging 10 students, permit maximum student participation and communication between teacher and pupil.

The project is funded mainly through \$250,000 of HUD's Model Cities funds, supplemented by \$30,000 from the Department of Health, Education, and Welfare. This is divided among a faculty of 33, two assistant directors, two curriculum planners, seven student advisors, and stipends for needy students to enable them to take time off from work.

Almost 122 persons, including 15 whites, attended the courses. The great majority were between the ages of 21 and 40. Only 75 held high school diplomas, and just 39 were employed full time. Many were housewives.

teaching games

Mathematics, traditionally the bete noire of the average student, offered a test of the techniques used to teach this group. One of these techniques was employed by John Wesley Alexander, Jr., a black instructor in his early 30's.

"I'm going to play an accounting game with you," he announced at the outset of one period. And he did, first explaining the theory and then giving each student an opportunity to demonstrate his understanding of what was required.

It was similar to a brain teasing parlor game with good-natured banter provided by Mr. Alexander. As the third different "game" and the 90-minute period ended, Mr. Alexander told his class, "You have just demonstrated that nine is congruent to 28, modular 3."

He later explained that he would have "turned off" his students if he

had mentioned the technical names first. He pointed out that the games illustrate many aspects of number theory, adding "once explained, they can absorb it. I think some of these students are ready for the second semester of college freshman math.

Dr. John McCarthy, an Associate Professor of English at Boston College (BC), who taught a communications course said, "The very strong motivation I found at HEP was the clearest distinction between these classes and the ones I have at BC. I saw more evidence of progress here than in my BC freshman English classes. I have no doubt several members of my class here could have made it in college under the proper circumstances." He explained that facing a strange academic world with-

out proper preparation might have deterred HEP students in college.

measure of success

"By any yardstick, the first semester was a success," Dr. McCarthy said. Mrs. Marie McLoughlin, wife of a bus driver and mother of six, and Mrs. Margaret Hughes, wife of a gas station operator and mother of three agree. They praised their Communications instructor for helping them to improve their use of words. "Our husbands gave us compliments," they said.

Assistant Administrator for Education and Training in the Boston MCA, Mrs. Barbara Jackson, added, "If, at present, for only a few, the experience can mean a more secure future and a more satisfying life, the program will have succeeded." □



The Board of Trustees is composed of 10 community representatives, four college and university members of the HEP consortium, four business and industry representatives, two students, the Mayor, the Model City Administrator, and the Chairman of the Model Neighborhood Board's Education Committee.



Some HEP faculty members meet for discussion of academic matters.

editor's notebook

New policies and procedures governing increases—**amendatories**—under the Urban Renewal Program in fiscal 1971 are spelled out in a circular (soon ready for distribution) to local public agencies, establishing (1) long-range policies to prevent—to the maximum extent possible—an amendatory problem from arising in the future; and (2) policies and priorities governing approval of requests for grant increases now on hand and expected in fiscal 1971.

A new HUD circular on standard lease and grievance procedures for public housing authorities will update one issued in 1968 and boosts tenant involvement in the management process.

Guidelines to assist in the preparation of Neighborhood Development Program applications for fiscal 1971 have been prepared and should reach the field soon.

Kaiser News reports the most complicated shelter built so far by man was the Apollo Moon Rocket system. About 85% of its labor cost was for non-skilled workers and 15% for skilled workers. The average single family dwelling in the U.S. requires 90% skilled and 10% unskilled labor.

A new computerized operation of HUD now keeps track of projects by name, locality, age, and estimated budget cost. Called RAMIS, for Regional Administrators' Management Information System, the computer is programmed to provide data on each project at any given stage. If a project shows signs of lagging behind schedule, RAMIS dashes off a crisp warning note to the delinquent project.

The City of Detroit Board of Tenant Affairs has cited 40 residents of low rent housing for their efforts to promote the interest and well-being of their neighbors. The idea of this awards program is to stimulate a greater level of involvement and mutual concern among families and senior citizens in the community. The Board, comprised of 16 housing residents, initiated the awards program and evaluated the achievements of individual nominees from eight housing developments. It hopes to make the program an annual event. In all, there were 24 awards made to senior citizens and 16 went to adult family members.

HUD has asked the Justice Department to file suit against the St. Louis, Mo., suburb of Black Jack for allegedly rezoning a 25-acre track to prevent construction of a 210-unit interracial apartment development. This is HUD's first Federal court challenge of a suburb's use of restrictive zoning to exclude Government-assisted, low-income housing.

The Home Manufacturers Association reports that prefabricated homes accounted for 30% of the market in 1969 and are expected to corner 50% by 1975.

HUD is assisting in developing an urban affairs course for junior and senior high school students in New York City. The general concept of the course would be "case studies" in which students (1) identify a salient urban problem; (2) identify available resources from all levels of government; (3) determine the most feasible solutions after considering all alternatives. The N.Y. School Board will delineate specific problems, whereas HUD will provide information on its role in solving particular problems.

David O. Maxwell, former Secretary of Administration and Budget Secretary for the Commonwealth of Pennsylvania, was sworn in as General Counsel of HUD by Secretary George Romney. Mr. Maxwell, nominated by President Nixon to succeed Sherman Unger, was confirmed by the Senate on October 13.

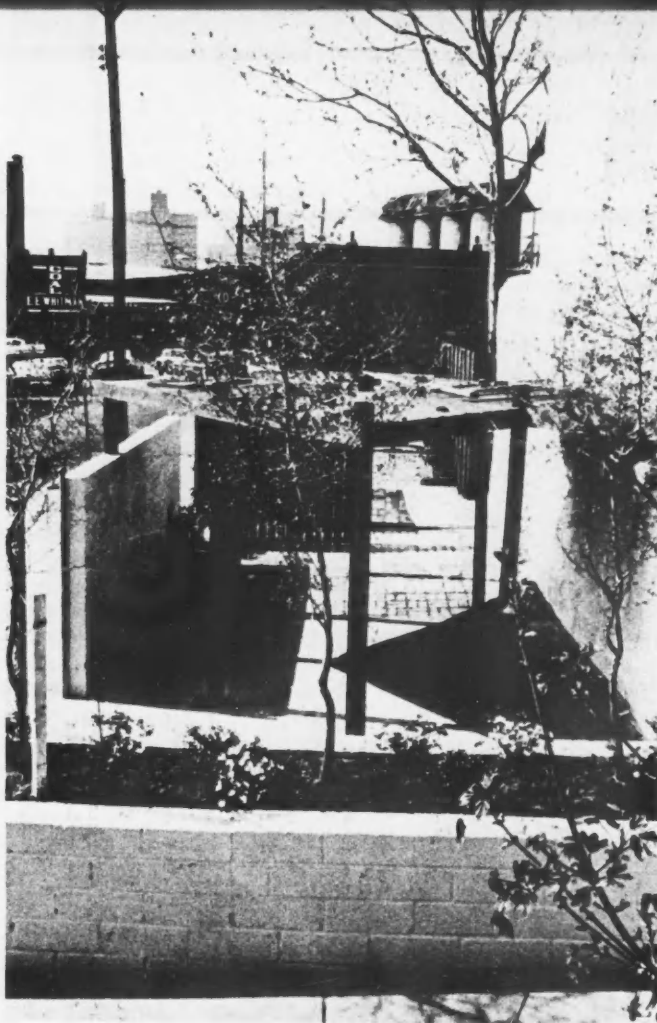
R. Harold Denton has been appointed Assistant Commissioner for Programs of HUD-FHA. Mr. M. Carter McFarland has been named Assistant Commissioner for Rehabilitation of HUD-FHA. HUD Secretary George Romney named William B. Dockser Assistant Commissioner for Subsidized Housing in HUD-FHA.

Gordon E. Peggs has been named Special Assistant for Production of Indian Housing for HUD-FHA. This new position, underscores the interest at HUD-FHA in producing housing with proper amenities for the original Americans at a price they can afford to pay. Reeves F. Nahwooksy, a member of the Comanche Indian Tribe of Oklahoma, has been appointed Special Assistant for Indian Programs in HUD.

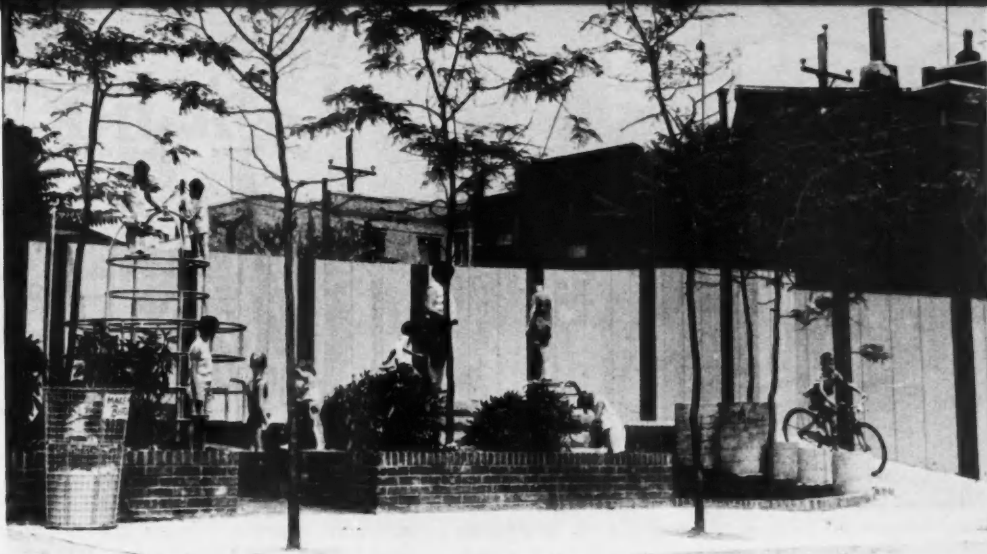
The new Regional Administrator for San Francisco, Robert H. Baida, returns to his native San Francisco from Washington, D.C., and the high post of Deputy Assistant Secretary for Model Cities. He has appointed Andrew J. Bell, III, Deputy Regional Administrator.

Warren P. Phelan, administrator of HUD Region III, was honored by Pennsylvania Association of Housing and Redevelopment Authorities, largest in nation, which named him recipient of its Annual Distinguished Service Award.

"Editor's Notebook" of the November-December issue incorrectly identified the Fort Worth Regional Administrator as Robert L. Morgan. The correct name is Richard L. Morgan.



V
an
pl
in
gr
an



Vest-pocket parks replace decayed structures and vacant lots to ventilate the city's core by providing sitting-out and recreation space in congested neighborhoods. The photographs from Philadelphia show lots before and after conversion to useful space.

vest pocket parks



PROMISES PROMISES

Several years ago an Eastern middle-aged couple, looking forward to retirement, bought a lot offered for sale by a real estate firm in the Southwest. They had seen a splashy, full-page ad that made all sorts of eye-catching promises—paved streets, electricity, water and sewer connections, even telephone service. Although they didn't inspect the land before they made the purchase—they couldn't afford the expense of a visit—they were impressed enough by the descriptive language to be certain they had selected a site for the retirement home of their dreams.

What more could anyone want?

Finally the day of retirement came. The couple severed all ties, picked up and moved to the Southwest. They were going to build a home on the lot they had bought and paid for.

Arriving at their site, tired from the long drive, but looking forward to beginning a new life, they found they had all the square footage they had bought, but nothing more... except an indifferent weather-beaten sign that proclaimed the area to be "Sunset Acres." For the rest, all they saw was sage brush, cactus, and an endless expanse of desert.

The inducements that had persuaded them to buy dissolved into unmet promises.

Land Sales Registration

Today, thanks to a consumer protection program administered by HUD, an American in one state can buy a subdivision lot in another state with more confidence that he will get what he bargains for.

During the last several years, sales of land for retirement, vacation, or investment properties have risen sharply. According to an estimate by Alfred J. Lehtonen, who administers the Interstate Land Sales Registration Program at HUD, the volume has grown to almost \$4 billion a year.

With the growth in sales, the need to protect consumers from false claims and high-powered promotion in the sale of sight-unseen land developments became urgent.

In 1968 the Congress acted to provide that protection. Under the Interstate Land Sales Full Disclosure Act of 1968, land developers must now furnish the prospec-



tive buyer a property report listing 19 or more key facts about the property. The law does not apply to developers who have 49 or fewer lots to offer or who do not sell across state lines, or to certain other developers. Its coverage extends to lots in foreign countries that are offered for sale in the United States.

In one instance, enforcement of the Act scotched a group of developers who were trying to peddle pieces of Ireland's Ould Sod. When confronted with evidence that their promotion violated the Act and threatened with an injunction, their American office agreed to drop the scheme and refund all the money already collected from prospective buyers.

Protects Buyer and Seller

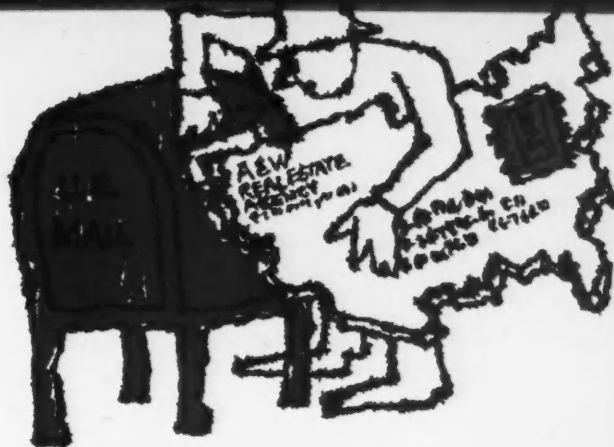
"The law has been in effect since April 1969," Mr. Lehtonen says, "and the large land developers have been pleasantly surprised at their experience under our new regulations. They tell us that their complaints are fewer, they face less litigation, and sales costs are lower. As for the buyers, we get many, many letters from people who are grateful for the protection of this law."

Here are excerpts from a few of the letters received by Mr. Lehtonen's office.

From the attorney for a buyer: "... I am pleased to inform you that the developer promptly and courteously agreed to fully refund my clients' down payment and to cancel the disputed transaction... his promise was quickly followed by a refund check and cancellation agreement... the developer stated that it is not the policy of his company to sell land to elderly ladies... and he apologized for the apparent over-enthusiasm of the local salesman."

From a buyer: "... I wish to thank you... for your courteous and legal assistance in attaining this refund."

From another buyer: "We would like to express our sincere appreciation for the help given... relative to a land purchase we had made... in a development near El Paso, Texas... Today we received the 'cancellation agreement' and a refund check as per guarantee in the original contract. So the problem has been settled in our favor and to our satisfaction."



Developers Pleased

From an attorney for a developer: "In my seven years of law practice... I do not recall any tribunal that has been more courteous or cooperative than your office."

From a developer: "It is a special pleasure dealing with a government agency that understands the problems of the industry it regulates and undertakes to assist when assistance is asked for."

During the first 10 months of the law's existence, almost 1100 large developments all over the U.S. and Puerto Rico were registered. These developments include about one and a quarter million subdivided acres. New registrations come in at a steady rate as more registered developers open new sections, as others enter the business, and in some cases, when long-time land developers learn that the law exists and applies to them.

Developers covered by the Act must register with the Office of Interstate Land Sales Registration and provide detailed information in a "statement of record" about their developments. The HUD unit then approves the filing to include a comprehensive property report for prospective buyers.

"The property report," Mr. Lehtonen explains, "gives the prospective customer a full and fair disclosure of the subdivision offering. It puts the buyer on an equal footing with the seller. Even if the report should make it clear that a home could never be built on the lot, the customer is free to buy it if he wants."

Property Information

Among the 19 items of information given in property reports are facts about distance to nearby communities over paved or unpaved roads, whether sales contracts are recordable and whether provision is made for refund in case of the buyer's default, existence of liens on the property, whether contract payments will be placed in escrow, availability of recreation facilities, present and proposed utility services and charges, number of homes currently occupied, soil and other foundation problems in construction, type of title the buyer will receive.

The developer must submit the property report prior to the time of sale to the potential buyer with a

disclaimer making clear that the report is not a recommendation or endorsement by the Office of Interstate Land Sales Registration, or that the Office has inspected the property or passed upon the advertising material used by the seller.

Mr. Lehtonen points out that developers need not, as some have complained, spend large sums for fees in complying with the land sales regulations. "The fees charged," he says, "are much lower than the land developers pay in complying with registration laws which a number of states administer."

Existing state laws vary widely, ranging from some states with strong regulatory requirements to others that have no such laws at all. Developers in states having acceptable land sales laws may file their state registrations with the Federal office and they become immediately effective.

Four states have such acceptable laws on their books: Florida, Hawaii, New York, and California. Also, Connecticut has enacted a land sales regulatory law which accepts Federal registrations previously filed by state developers. Similar legislation is under consideration in other states.

"In those instances where Federal and state laws are such that we can accept each other's compliances," Mr. Lehtonen says, "both the developer and the public will benefit. State and local governments share the Federal concern for consumer protection in land sales to the public. We want the public to be able to buy land—even sight unseen—with confidence and trust." □

BEFORE YOU BUY A LOT:

Ask the land developer for a copy of the buyer's property report approved by HUD under the Interstate Land Sales Full Disclosure Act of 1968.

Study it carefully.

If you can't get information about the developer or the development, or if you believe a property has been misrepresented to you, write to the Office of Interstate Land Sales Registration at HUD, Washington, D.C. 20410, giving the full facts.

REMEMBER: This Act was passed to help you find out what you're spending your money on. Use it.

"look who's moved in next door"

By William Cole

Mr. Cole is a free-lance writer from New York City and Washington, D.C.



When a 29-year-old black laboratory technician recently landed a new job at a substantial pay raise in a New Jersey pharmaceutical firm located about 50 miles from New York City, he was overjoyed.

Goodbye, Harlem, the garbage, the rats, and the smog! Green pastures, fresh air, here we come!

His delight steadily dwindled, however, when he, his wife, and two small children painstakingly searched for a place to live in the surrounding countryside. Outside the urban ghettos, there was nothing offered that he could afford because of zoning policies designed to price blacks and other minority groups out of the market. This was suburbia, White America, where landlords staunchly and patriotically support housing integration (when practised by a competitor) but quickly reach for the No Vacancy sign when a dark-skinned prospective tenant appears.

Weary and discouraged, the technician was about to resign himself to remaining in Harlem—involving over three hours each day of fatiguing costly commuting—when the family was referred by the local Urban League to the rental department of Mutual Real Estate Investment Trust (M-REIT). M-REIT, which was formed “because residential segregation, like school segregation, is socially unjust,” rented the family an attractive garden apartment that had just become available in a recently purchased property situated in a beautiful heavily wooded area of Morris County, N.J. Consisting of 151 apartments in eight buildings on 20 acres, the property includes an Olympic size swimming pool.

As with all of M-REIT's developments—there are 17 in all, located from New York to St. Louis, totaling 3,000 dwelling units—the many large employers in the area create a locale economically stable and amenable to the organization's goal of integration. All of the properties had 100 percent white occupancy when M-REIT took over.

Lily White Suburbia

While M-REIT has made many of its apartments available to blacks and Puerto Ricans—up to 20 percent of the units in some properties—the great majority of minority group families find the dwelling doors in our lily white suburbs shut tight—despite the fair housing laws.

As William Washington, 31, who counsels disadvantaged youth at the State University at Stony Brook, N.Y., told *Newsday*: “I’ve been searching for a house near the campus for two years. I’ve answered more ads than I care to remember. Soon as the rental agent discovers I’m a black man with a wife and three children, I begin to get the runaround.” Washington and his family continue to live in a cramped apartment a long traffic-jammed drive from the campus.

There are other organizations with goals similar to M-REIT's, but these are non-profit agencies, supported, at least in part, by government or private assistance. What makes M-REIT different is that it is definitely out to make a profit and that it doesn't receive a cent from any

source except its investors and business activities. It is an investment trust, listed on the stock exchange, paying dividends, with the socially responsible purpose of providing open-occupancy housing and the hard-nosed goal of making money.

Idealism and Dividends

“When we started the venture in 1965,” says William W. Brill, a New York real estate broker who was cofounder and the first chairman of M-REIT, “many people told us that our hearts were in the right place but that we were out of our wigs if we expected to make a profit. Idealism and regular quarterly dividends, they said, just don't mix. We're pleased to expose the fallacy and fatuity of that belief—to show that integrated housing, in addition to its social benefits, is no less profitable than segregated housing.”

In recent years, the Trust has expanded rapidly, at a growth rate of 455 percent in dwelling units acquired in the past two years. Funds raised from the sale of stock are used for the purchase of apartment developments in exclusively white communities. Most of the properties are two or three years old, well constructed, and fully occupied. Rents range from \$90 per month for an efficiency to \$225 for a two-bedroom apartment.

Integration Works

After purchase, as normal vacancies occur, M-REIT undertakes non-quota integration. This technique is designed to avoid tension and conflict. Local equal opportunity organizations are called upon to assist in introducing qualified black and Puerto Rican tenants on a gradual basis as apartments become available.

“We don't advertise vacancies,” says M-REIT's President Charles J. Cohl. “A white family simply wakes up one morning and sees that a black family has moved into the development. No big deal is made about the matter; it is treated as a routine occurrence—one family moves out, another moves in—and the tenants accept it as such. Minority tenants come in one by one and there is no feeling of inundation and no panic.”

While a handful of white tenants have moved out because of integration, the number is insignificant. As Vice Chairman John H. Wheeler, who heads one of the nation's largest black-owned banks, the Mechanics and Farmers Bank of Durham, N.C., asserts:

“Results have shown that in the suburban areas of such cities as New York, Newark, Philadelphia, Washington, Chicago, and St. Louis, white residents don't panic and flee when blacks are a part of the community in suburban housing. A testament to M-REIT's technique of integration is the fact that the property values of its apartment buildings in these areas do not drop when blacks move in, nor does a white exodus occur.”

Real estate investment trusts, by law, pay no Federal taxes on income, provided they distribute 90 percent of their taxable income to their investors. Thus, M-REIT



investors do not face the double taxation involved in corporate investment. In addition, cash flow to investors is often tax free due to depreciation on buildings owned by the Trust.

These factors make investment in M-REIT attractive, on a financial as well as moral basis, to churches, foundations, and other non-profit agencies and to individuals who want a fair return on their investment while at the same time acting upon their convictions. Recently, the Ford Foundation invested \$1,000,000 in M-REIT stock, initiating a new policy for this huge foundation.

LEFT: In M-REIT's developments it is a routine occurrence for a white family to wake up one morning and see that a black or Puerto Rican family has moved in next door. Only an insignificant number of white tenants have moved out because of integration.

RIGHT: Black and white children play together freely and happily when they have examples of unprejudiced interaction among their parents.

BELOW: In such integrated developments, fathers who play basketball together set examples their children will follow.





Fair Housing laws are only the cornerstone; developing a racially stable, inclusive society requires housing patterns that foster interaction, not prejudice.

Equal Opportunity in Housing

Federal law, supplementing many state and local laws, now prohibits discrimination in the sale or rental of housing. But as M-REIT's Vice President Murray Kubit points out: "While the fair housing laws form the cornerstone for an inclusive society, they do not, by themselves, provide the incentive for developing meaningful and effective patterns of housing integration. Suitable living environments and stable racially inclusive occupancy patterns do not occur either through law or by chance. They occur from motivation, imaginative planning, and painstaking management."

In pledging to continue and intensify its efforts to promote equal opportunity in housing in areas far from ghetto concentrations, M-REIT cites a recent statement by Vice President Spiro Agnew that "ghetto residents are denied the income gains and improvements in housing quality that would result from freer access to suburban jobs and land." Addressing the National Alliance of Businessmen, the Vice President stated his belief that school segregation could best be brought about by changing housing patterns to allow blacks to escape the ghetto. He said that the affluent white suburbs must help provide housing and employment for inner city slum dwellers or face an increase in ghetto racism.

In keeping with the goal of a free and open society, Secretary Romney has repeatedly called for an extension of basic American rights to include "the right to live within a reasonable distance of one's job and daily activities." He points out that "in many cities those who live in the core of the city commute to the suburbs to work—while those living in the suburbs drive in to jobs in the central city. "I believe," he says, "that the most sensible and obvious solution to this mechanized do-si-do is to expand housing opportunities for low-income families in the suburbs, and at the same time to make the core cities more attractive to middle and upper income people. . . .

"The cost of creating balanced communities, old and new, is not as high as the incalculable economic and social costs of the continued mislocation and division of our people along social, economic, and racial lines."

Trends Continue

An extensive study on jobs and housing conducted by the National Committee Against Discrimination in Housing finds that, if present trends continue, metropolitan inner cities such as New York and Newark will be more than half black in the next 15 years; that 75 million of the next 100 million Americans will live, work, and play in the suburbs; that while blacks and Puerto Ricans are not being excluded (legally) from the suburbs, they are not (in practice) being included.

"To find suburban municipalities with 5 to 10 percent minority population," the study report states, "is to come upon islands of democratic living in contrast to usual suburban patterns." The majority of the areas surveyed revealed a minority population of less than two percent.

Realizing that it can at best make only a small dent in the national situation, M-REIT welcomes competition and offers consultation services to other real estate agencies who have the foresight—to say nothing of the humanity—to join the struggle for housing integration. By setting an example, by showing what can be done on a strictly businesslike basis to effect social change, M-REIT hopes to convince free enterprise that housing integration is not incompatible with profits. ☛

inprint

The City in American Life: A Historical Anthology. Paul Kramer and Frederick L. Holborn, editors. Putnam, 1970. 384 pp. \$6.95.

The editors of this anthology have collected a series of in-depth essays and excerpts to illustrate this idea: "If we know our urban past, we better understand the urban environment in which we live today."

Many of the selections in the collection indicate that contemporary historians are incorporating sociological insights into their chronicles of historical events. Some of the contributors—for example, Sam Bass Warner, Daniel Patrick Moynihan, Nathan Glazer, and James Q. Wilson—write as urbanists, merging social awareness with historical perception.

Arthur Schlesinger, Sr., one of the few city-oriented American historians, introduces this collection with "A Panoramic View: The City in American History," written in 1936. "By comparison (with European urban communities) the American city leaped into being with breathtaking suddenness," he wrote. And these "urban provinces" possess greater economic, social, and cultural unity than most states.

In a selection on "The Private City: Philadelphia in Three Periods of Its Growth," Warner says that as early as 1776 this city became one of the largest in the British Empire in part because of America's tradition of *laissez-faire* and privatism.

"The tradition of privatism has always meant that the cities of the United States depended for their . . . general prosperity upon the aggregate successes and failures of thousands of individual enterprises, not upon community action. It also meant that the physical forms of American cities . . . have been the outcome of a real estate market of profit-seeking builders, land speculators, and large investors."

Paul Kramer, one of the editors, calls the development of six river cities along the Missouri and Mississippi that grew suddenly between 1800 and 1850 "one of the milestones in the history of the modern world."

Morton and Lucia White detail the anti-city philosophy that has prevailed since Jefferson's day. They note: "The celebration of the city was left to chambers of commerce, to boosters, and the literary sentimentalists like O. Henry."

Other aspects of urban life examined include the effects of slavery, development of urbanized religion, effects of large masses of immigrants, and fragmentation of metropolis.

Helen S. Boston, Chief
Bibliography Section, HUD Library

Current Books

Business and Social Progress; Views of Two Generations of Executives edited by Clarence C. Walton. Praeger, 1970. 157 pp. \$5.95. Based on a series of discussions organized by the Committee for Economic Development, this collection of papers reflects the growing awareness of "corporate social responsibility."

Condominiums and Cooperatives, by David Clurman and Edna L. Hebard. Wiley-Interscience, 1970. 395 pp. \$14.95. A thorough analysis of the advantages and disadvantages of these types of homeownership.

Furnishing the City, by Harold Lewis Malt. McGraw-Hill, 1970. 254 pp. \$16.50. A discussion of the effects of street furnishings (traffic signs, paving, light fixtures, other street accessories) on the quality of urban life in America.

The States and the Urban Crisis, edited by Alan K. Campbell for the American Assembly, Columbia University. Prentice-Hall, 1970. 215 pp. \$5.95. Scholars, journalists, and practitioners examine how states have responded to the urban crisis and conclude that states should take more responsibility for their cities.

Publications available from the Superintendent of Documents, Washington, D.C. 20402.

Model Cities: A Step Towards the New Federalism. 20 pp. \$.20. The Report of the President's Task Force on Model Cities, August, 1970.

The Environmental Decade (Action Proposals for the 1970's). 361 pp. \$1.25. Hearings before a Subcommittee of the House Committee on Government Operations, February 2-6, April 3, 1970.

Housing Development and Urban Planning; The Policies and Programs of Four Countries. 30 pp. \$.20.

Toward Balanced Growth: Quantity with Quality. 288 pp. \$1.50. The Report of the National Goals Research Staff discusses population growth and distribution, the environment, education, the role of natural science, technology, and consumerism.

Model State Housing Societies Law. 62 pp. \$.35. Housing and hygiene, community organization, environmental health planning.

LIBRARY

EASTERN MICHIGAN UNIVERSITY
YPSILANTI

1970 DESIGN AWARDS

By Ralph Warburton, AIA, AIP, HUD Special Assistant for Urban Design

As part of HUD's goal to recognize and stimulate superior design and planning, the Design Awards Program this year selected 30 winners from projects receiving HUD assistance. These designs—chosen by a jury from nearly 300 entries—were rated on their success in meeting people's needs and goals, including the design's contribution to the physical, social, and economic development of the metropolitan area, central city, and neighborhood.



Urban Design Concepts Honor Awards

Detroit 1990 - Detroit, Michigan
Jonathan New Town - Chaska, Minnesota
Metro Center 1985 - Minneapolis, Minnesota
Reading Downtown East - Reading, Pennsylvania
Skyline Urban Renewal - Denver, Colorado
Yerba Buena Center - San Francisco, California

Project Design Honor Awards

Acron Housing - Oakland, California
Banneker Homes - San Francisco, California
Christopher Columbus School - New Haven, Connecticut
Crown College Residence Halls
- Santa Cruz, California
Diamond Heights Housing - San Francisco, California
Dwight Cooperative Townhouses
- New Haven, Connecticut
Medgar Evers Memorial Pool - Seattle, Washington
Homestead Terrace - Mill Valley, California
Housing for the Elderly - Wayne, Michigan
Lower Grassy-Trace Branch Community Center
- Toulouse, Kentucky
Marinview - Mill Valley, California
Nine-G Cooperative - New York, New York
Northridge House - Seattle, Washington
Dan Ryan Rapid Transit Stations - Chicago, Illinois
Santa Venetia Oaks - Santa Venetia, California
727 Front Avenue - St. Paul, Minnesota
Society Hill Historic Preservation
- Philadelphia, Pennsylvania
Two Charles Center - Baltimore, Maryland
University of Vermont Married Student Housing
- Colchester, Vermont
Westbeth Artists Housing - New York, New York

Special Mention Awards

Comprehensive Outdoor Recreation Plan
- State of New Jersey
Prototype Pedestrian Information Center
- Boston, Massachusetts
Trunk Sewer - Marysville, Washington

More awards for urban design concepts were made in 1970 than ever before. Urban design concepts are proposals for large area development. Winning designs in this category were varied in scale, geography, and type of community. One winner, the plan for Jonathan, Minn., is for development of an 8,200-acre, gently rolling site 20 miles southwest of Minneapolis. This is the first development assisted under HUD's Title IV New Communities Program. "Detroit 1990" is a plan for the entire inner city under HUD's Community Renewal and Urban Renewal Demonstration programs. San Francisco's Yerba Buena Center covers about 25 acres in an urban renewal project area.

To qualify, urban design concepts must present plans completed and released to the public in the last five years. Project design construction, the other category,

in the Marinview single-family development in California, 50% of the site was deeded to the county for a park system.



A portion of Detroit 1990 envisions East City: a central open space linked with others and defined by high density development.

requires that entries be substantially completed within the last five years.

Past Record

Since the 1968 Design Awards Program, the percentage of awards for family housing has increased. More than three-fourths of the awards involving residential development went to new or proposed buildings of five stories or less.

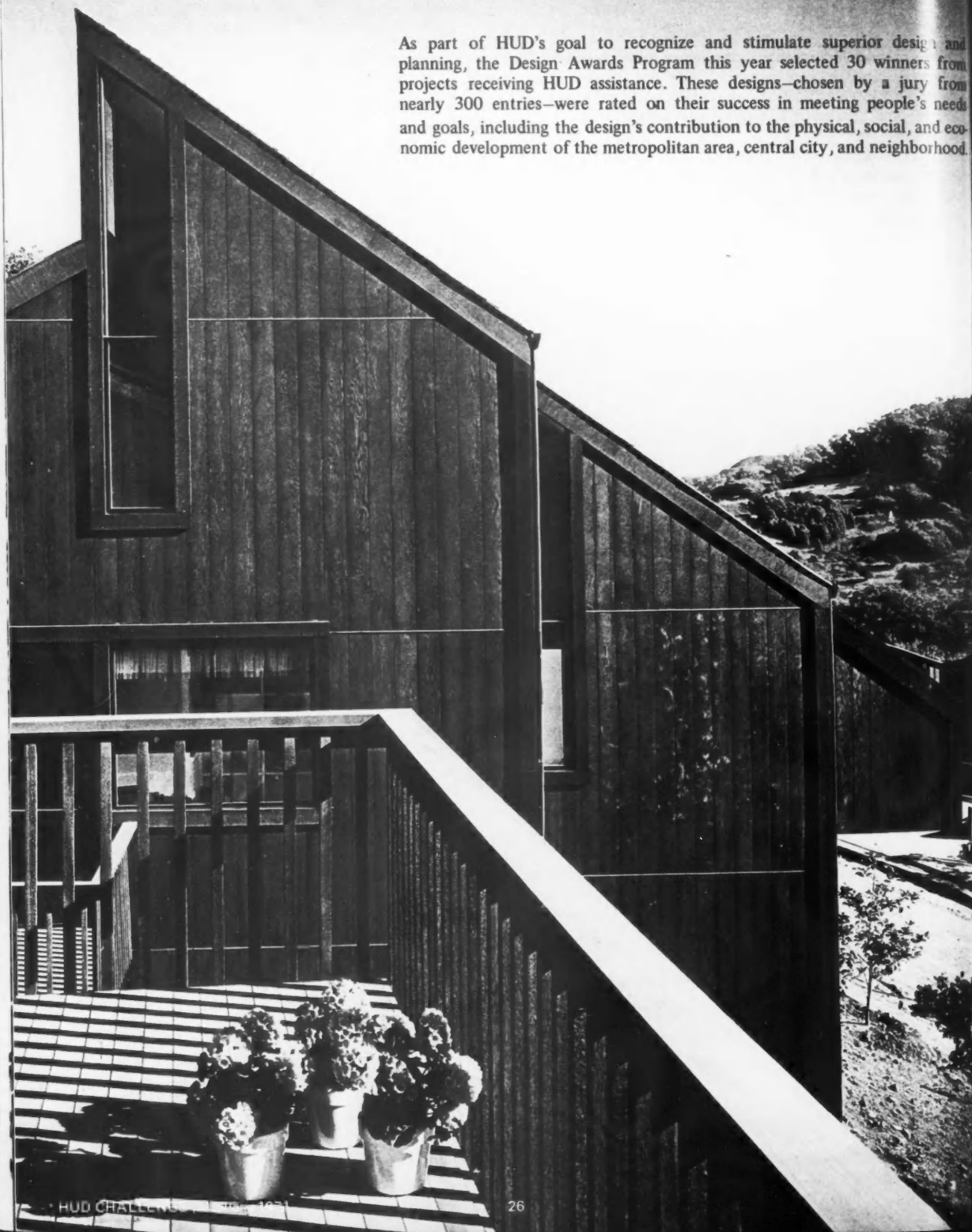
All entries must participate in one or more HUD financial assistance programs. The winning designs this year represented 16 of 72 HUD programs. An interesting entry, the Medgar Evans Memorial Swimming Pool in Seattle, Wash., received the first design award under the Model Cities program.

Four other HUD programs involved for the first time with award winners included New Communities (Jona-

1970 DESIGN AWARDS

By Ralph Warburton, AIA, AIP, HUD Special Assistant for Urban Design

As part of HUD's goal to recognize and stimulate superior design and planning, the Design Awards Program this year selected 30 winners from projects receiving HUD assistance. These designs—chosen by a jury from nearly 300 entries—were rated on their success in meeting people's needs and goals, including the design's contribution to the physical, social, and economic development of the metropolitan area, central city, and neighborhood.



Urban Design Concepts Honor Awards

Detroit 1990 - Detroit, Michigan
Jonathan New Town - Chaska, Minnesota
Metro Center 1985 - Minneapolis, Minnesota
Reading Downtown East - Reading, Pennsylvania
Skyline Urban Renewal - Denver, Colorado
Yerba Buena Center - San Francisco, California

Project Design Honor Awards

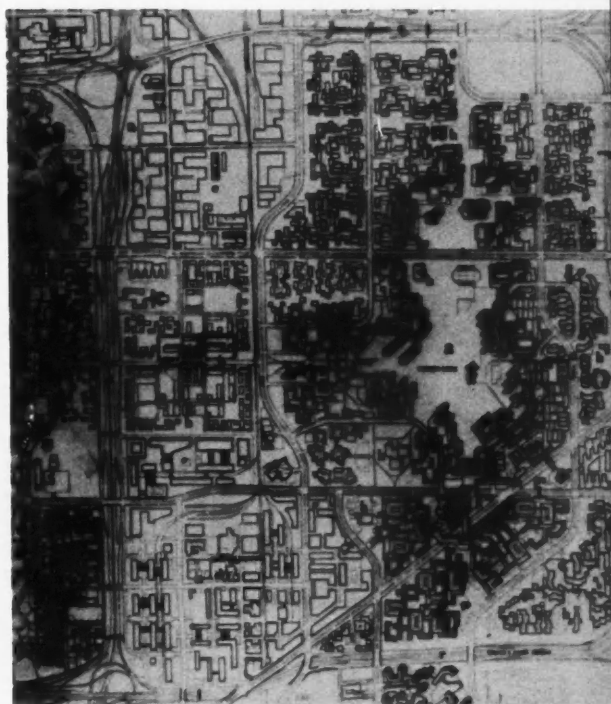
Acron Housing - Oakland, California
Banneker Homes - San Francisco, California
Christopher Columbus School - New Haven, Connecticut
Crown College Residence Halls
- Santa Cruz, California
Diamond Heights Housing - San Francisco, California
Dwight Cooperative Townhouses
- New Haven, Connecticut
Medgar Evers Memorial Pool - Seattle, Washington
Homestead Terrace - Mill Valley, California
Housing for the Elderly - Wayne, Michigan
Lower Grassy-Trace Branch Community Center
- Toulouse, Kentucky
Marinview - Mill Valley, California
Nine-G Cooperative - New York, New York
Northridge House - Seattle, Washington
Dan Ryan Rapid Transit Stations - Chicago, Illinois
Santa Venetia Oaks - Santa Venetia, California
727 Front Avenue - St. Paul, Minnesota
Society Hill Historic Preservation
- Philadelphia, Pennsylvania
Two Charles Center - Baltimore, Maryland
University of Vermont Married Student Housing
- Colchester, Vermont
Westbeth Artists Housing - New York, New York

Special Mention Awards

Comprehensive Outdoor Recreation Plan
- State of New Jersey
Prototype Pedestrian Information Center
- Boston, Massachusetts
Trunk Sewer - Marysville, Washington

More awards for urban design concepts were made in 1970 than ever before. Urban design concepts are proposals for large area development. Winning designs in this category were varied in scale, geography, and type of community. One winner, the plan for Jonathan, Minn., is for development of an 8,200-acre, gently rolling site 20 miles southwest of Minneapolis. This is the first development assisted under HUD's Title IV New Communities Program. "Detroit 1990" is a plan for the entire inner city under HUD's Community Renewal and Urban Renewal Demonstration programs. San Francisco's Yerba Buena Center covers about 25 acres in an urban renewal project area.

To qualify, urban design concepts must present plans completed and released to the public in the last five years. Project design construction, the other category, in the Marinview single-family development in California, 50% of the site was deeded to the county for a park system.



A portion of Detroit 1990 envisions East City: a central open space linked with others and defined by high density development.

requires that entries be substantially completed within the last five years.

Past Record

Since the 1968 Design Awards Program, the percentage of awards for family housing has increased. More than three-fourths of the awards involving residential development went to new or proposed buildings of five stories or less.

All entries must participate in one or more HUD financial assistance programs. The winning designs this year represented 16 of 72 HUD programs. An interesting entry, the Medgar Evans Memorial Swimming Pool in Seattle, Wash., received the first design award under the Model Cities program.

Four other HUD programs involved for the first time with award winners included New Communities (Jona-



Enclosed garages and private patios are provided for each of the Dwight Cooperative Townhouses in New Haven, Conn.

than), Renewal Demonstration (Detroit), Urban Planning Assistance 701 (New Jersey's Comprehensive Outdoor Recreation Plan), and Urban Beautification Demonstrations (Boston's Prototype Pedestrian Information Center).

Awards Presentation

Award certificates were presented to submitters of winning designs at the annual convention of the American Institute of Planners in Minneapolis. These designs are fully described in the publication, Fourth Biennial HUD Design Awards, available from the Government Printing Office, Washington, D.C. 20402.

The Design Awards Program has developed in scope and prestige since its initiation in 1963-1964. At that time, separate efforts were undertaken by four constituents within the former Housing and Home Finance Agency. Since 1966 unified Departmental competition has proved more successful. Thousands of designs throughout the country have been entered in these programs, stabilizing at several hundred submittals per program.

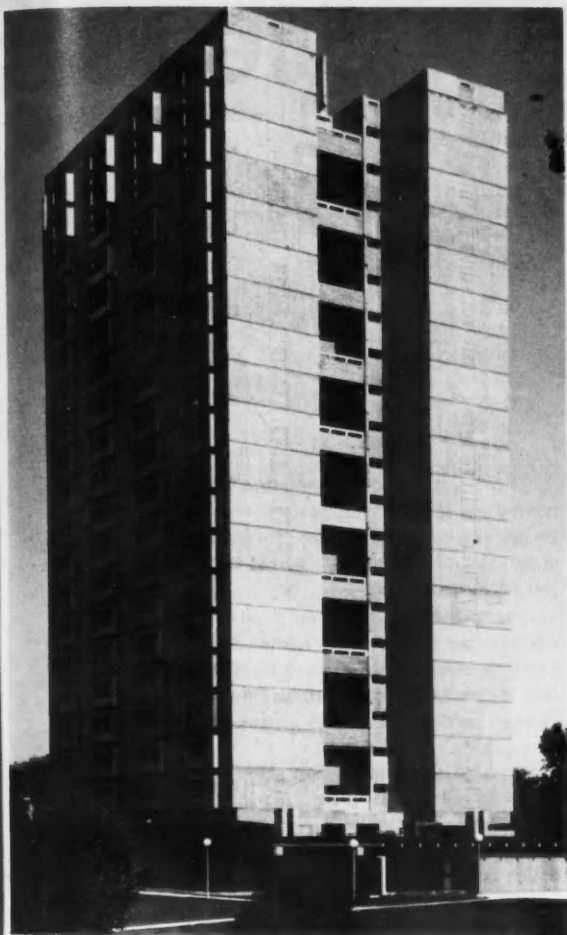
HUD CHALLENGE / January 1971

The awards have achieved significant continuing support from a variety of individuals, public and private officials, and organizations. The Housing and Urban Development Act of 1968 states: "Congress commends HUD for its recent efforts to improve architectural standards through competitive design awards..." The American Institute of Architects, American Institute of Planners, American Society of Landscape Architects, Consulting Engineers Council, National Association of Home Builders, and National Association of Housing and Redevelopment Officials have cooperated in supporting the program.

Of the 56 judges who have participated in the awards juries, most are distinguished professionals in the fields of planning, architecture, engineering, and landscape architecture. Other represented professions have included industrial design, law, education, and sociology.

Record of Winners

Design and planning efforts in 31 states, the District of Columbia, Puerto Rico, and the Virgin Islands have received the 187 awards made over the years. It is interesting to note the predominance of winners from



The Westbeth rehabilitation housing for artists in Manhattan involved high levels of cooperation between governmental and sponsoring officials to eliminate many partitions in order to create studio spaces.

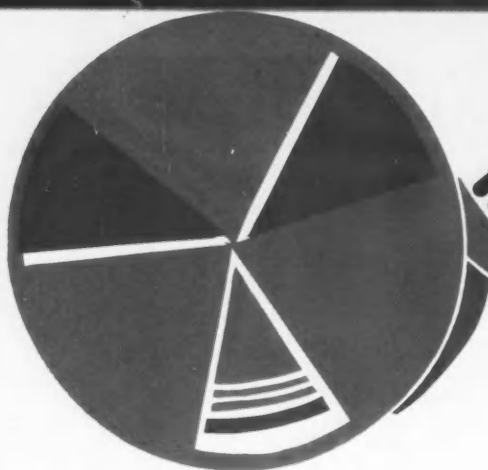
727 Front Avenue, Minneapolis, features large open balconies for use of the elderly tenants on each floor.

1970 REGION	Total Design Awards	Percent of '64-'70 Design Awards	Percent of October 1970 HUD Regional Staff
I - Boston	17	9	5
II - New York	22	12	12
III - Philadelphia	30	16	10
IV - Atlanta	11*	5	16
V - Chicago	28	15	15
VI - Fort Worth	7	4	13
VII - Kansas City	2	1	6
VIII - Denver	2	1	4
IX - San Francisco	46	25	13
X - Seattle	22	12	6
Totals	187	100	100

California. Entries from California and New York have received at least one award in every program. Most housing awards have gone to California projects. The majority of those for urban renewal have gone to California, then to entries from Connecticut, Pennsylvania, and Illinois. On a metropolitan basis, the San Francisco, Seattle, New York, Philadelphia, and Detroit areas have received nine or more awards over the years. About two-thirds of all winners have come from a dozen metropolitan areas.

Some regions with little representation among HUD Design Award winners generally perform better in other national design award programs. This indicates the presence of local design resources. By combining their resources with quality control, these regions could be more successfully involved in HUD's program.

All entries are on file in the HUD Library and available for reference. They represent the better HUD-assisted work and thus provide valuable insights for program administrators. For example, a review of the award entries provided a check on the potential impact of Operation BREAKTHROUGH living unit design criteria. ©



systems

in the cities

Pilot information systems are now being developed to make daily city operations more efficient. This effort, designed to prepare city administrators for the challenges of government in the years ahead, will promote information flows for prompt decision making.

HUD took the initiative in forming the Urban Information Systems Inter-Agency Committee (USAC). Chaired by HUD, representatives are from HEW, OEO, Transportation, Commerce, Labor, Justice, Civil Defense, and Budget.

Near speed-of-light computers—the systems that put men in space and on the moon—and a new lexicon of terms, such as *input*, *output*, *feedback*, *hardware*, and *software*, are among the features.

These studies are scheduled to establish systems which will update traditional city services, such as police, fire protection, finance, education, health, libraries, and welfare to make them more usable.

Six of these municipal system models are now under way. Two are three-year efforts to develop overall city information systems in Charlotte, N.C., and Wichita Falls, Tex. Four cities will spend two years developing city information sub-systems. St. Paul, Minn., will handle human resource development, including health, welfare, and education. Physical and economic growth, including public works, public utilities, and transportation, will be handled by Reading, Pa. Dayton, Ohio, will study public finance, while Long Beach, Calif. works on public safety, police, fire, and civil defense.

The six cities under contract to HUD will work with a university and computer firm to prepare the systems designed to gear our cities for the decades ahead. Both techniques used in the models and results based on them will be made available to other interested cities.

Data Processing

The pilot information systems are based on data processing—collection of information, storage in electronic machines, retrieval, and analysis.

Fast retrieval of information previously fed into computers is the major feature of the system. It can be applied to police cases, revenue collection, outstanding library books, recreation equipment, and job opportunities.

In the case of police matters, the bank of information can produce names and descriptions of suspects by types of crimes, methods of operations, and locations of the crimes. Descriptions of stolen material and the city area where recovered can also be produced.

Centralized information storage will avoid duplication. For example, information about "fires of suspicious origin" would be stored in a main bank of information to which both fire departments and police could quickly turn.

In many other fields similar retrieval of day-to-day information will be made possible.

Team Work

A total of \$12 million will be used in developing these systems. Some \$8 million is being funded by the Government through HUD, and the balance by the cities and other organizations. □

These are the teams of city governments, research firms and universities which are engaged in the six studies:

Wichita Falls, Tex., BASYS Inc., and the University of Kansas • Charlotte, N.C., System Development Corporation, Falls Church, Va., and the University of North Carolina • St. Paul, Minn., ARIES Midwest Corporation, Minneapolis, Minn., and the University of Minnesota • Reading, Pa., UNIVAC Federal Systems Division, St. Paul, Minn., and Franklin Institute Research Laboratories, Philadelphia • Dayton, Ohio, Westinghouse Electric Corporation, Pittsburgh, and the University of Dayton • Long Beach, Calif., Mauchly-Wood Systems Corporation, Newport Beach, Calif., and California State College at Long Beach.

lines&numbers

SUMMARY OF URBAN RENEWAL PROGRAMS (as of June 30, 1970) (dollars in thousands)

Type of Program	Localities	Projects	Grants Approved	Disbursement
All Programs--Total	1,079	2,850	\$8,980,660	\$4,025,797
Urban Renewal--Total	967	2,073	7,618,525	3,476,936
Approved for execution	818	1,683	6,367,040
Completed	330	520	614,661
Active	679	1,163	5,752,379
Approved for planning	342	390	1,251,485
Planning under way	320	360	1,194,689
Neighborhood Development--Total	129	129	1,014,091	406,908
Active	129	129	914,248
Reserved	99,843
Code Enforcement--Total	132	151	245,494	86,802
Completed
Active	132	151	245,494
Demolition--Total	102	123	21,877	5,586
Completed	19	22	1,311
Active	91	101	20,566
Interim Assistance--Total	25	27	13,268	5,738
Completed
Active	25	27	13,268
Certified Area--Total	8	8	6,017	847
Completed
Active	8	8	6,017
Community Renewal--Total	221	234	51,953	36,518
Completed	99	99	7,174
Under preparation	129	135	44,779
Demonstration Programs--Total	...	105	9,435	6,462
Completed	...	51	3,030
Active	...	54	6,405


URBAN RENEWAL PROGRAMS BY SIZE OF LOCALITY (as of June 30, 1970) (dollars in thousands)

Population Group (1960 Census)	All Programs*			Urban Renewal		
	Localities	Projects	Grants	Localities	Projects	Grants
(Totals)	1,079	2,745	\$8,971,225	967	2,073	\$7,618,525
1 million and over	6	150	1,237,366	5	124	763,823
500,000-999,999	20	177	1,300,314	15	103	1,093,626
250,000-499,999	35	260	1,384,221	29	171	1,154,673
100,000-249,999	77	403	1,590,303	67	288	1,415,949
50,000-99,999	135	451	1,177,042	117	319	1,101,125
25,000-49,999	207	440	949,905	182	325	856,323
10,000-24,999	298	468	866,508	273	387	794,066
5,000-9,999	174	244	296,006	162	219	279,614
under 5,000	127	152	169,560	117	137	159,326

*Excludes demonstration grants

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, \$300


 POSTAGE AND FEES PAID
 DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

HUD-210-SP

U.S. Department of Housing and Urban Development/Washington, D.C. 20410



IF YOU ARE . . .

A public official, builder, developer, lender, architect, planner, or an American concerned about the Nation's housing and urban problems. . .

YOU SHOULD READ HUD CHALLENGE, the official magazine of the U.S. Department of Housing and Urban Development. This 32-page, monthly, illustrated magazine features HUD programs, projects, policies and new directions; achievements by governments, private industry, and volunteers; ideas and innovations in the field, interviews with urban experts, and answers to pressing questions about housing and urban development. Please use the coupon to subscribe.

☆ U.S. GOVERNMENT PRINTING OFFICE: 1970-437-138/1

ORDER FORM

To: Superintendent of Documents,
 Government Printing Office,
 Washington, D.C. 20402

Enclosed find \$_____ (check, money order, or Documents coupons). Please enter my subscription to **HUD CHALLENGE** (issued monthly) for one year (\$6.00 a year domestic; \$7.50 if mailed to a foreign address).

FOR USE OF SUBT. DOCS.

Name _____

Street Address _____

Please charge this
order to my Deposit

Account No. _____ City and State _____ ZIP Code _____

WASHINGTON, D. C. 20411

OFFICIAL BUSINESS

